

APRIL 1989

COMPAQ NEWS

VOLUME 7, ISSUE 2



*The COMPAQ Advanced Graphics Color Monitor offers CAD/CAE users higher resolution than VGA. See story, Page 2.*

## Compaq '88 sales reach \$2.1 billion

Compaq sales soared to a record \$2.1 billion in 1988, an increase of 69% over 1987's \$1.2 billion.

The company also reported earnings—or profit—of \$255 million for the year ended Dec. 31, 1988. That was an

increase of 87% over the \$136 million earned by Compaq in 1987.

For each share of common stock, the company earned \$6.27 in 1988. One year earlier, per-share earnings were \$3.57.

Company sales were \$668 million

for the 1988's fourth quarter, a 55% improvement over the \$432 million one year earlier. Fourth-quarter net income was \$92 million, or \$2.18 per share. For the same periods in 1987, Compaq earned \$49 million, or \$1.25 per share. The increase was 88%.

"Strong worldwide sales of our entire product line contributed both to the year's and to the quarter's strong performance," Compaq President Rod Canion commented in a news release to media. "European sales were especially strong in the fourth quarter."

"The COMPAQ desktop computers introduced during 1988, along with the COMPAQ SLT/286 laptop, boosted our sales and extended our technological edge in both the 386-based and emerging laptop segments of the market." Canion noted that the laptop set company order records after its October introduction.

Canion also credited the COMPAQ DESKPRO 386/25, COMPAQ DESKPRO 386s and COMPAQ DESKPRO 386/20e with strong contributions to robust 1988 sales.

International sales—excluding Canada—were credited for 39% of company revenue last year. Subsidiary openings in Belgium and Switzerland were noted, as was the doubling of capacity at the company's Erskine, Scotland, facility.

Strong sales sustained the company's progress in all areas. Founded seven years ago, the company reported first-year sales of \$111 million for 1983, its first full year of operation. Sales grew to \$329 million in 1984 and \$504 million in 1985, when it became the youngest company to reach the Fortune 500 list. Sales reached \$625 million in 1986 before hitting the \$1.2 billion mark one year later.

Surging growth also appeared in non-financial numbers. From 1982 through today, the company has grown from six employees to more than 6,000. Revenue reached \$2.1 billion from zero. Building square footage climbed to more than 4.8 million from 4,000.

## Compaq Growth

	February 1982	February 1989
Employees	6	6,000 +
Revenue	\$0	\$2.1 Billion
Total Space	4,000 Sq. Ft.	4.8 Million Sq. Ft.
Corporate Locations	1	13 Countries 15 U.S. Cities
Authorized Dealer Locations	0	3,241 in 52 Countries



*Why is Mike Allums of Compaq sitting atop a camel before the Great Wall of China with a COMPAQ SLT/286? Many camels are ill behaved, but is this one user friendly? Why do these People's Republic of China soldiers, right, have a COMPAQ SLT/286 in their possession? Do they also have Allums in their possession? If you have answers to any of these questions, please contact Inside & Out at Mail Code M010.*



## New board, monitor for CAD/CAE users

Computer-aided design (CAD) and computer-aided engineering (CAE) users who need higher screen resolution than VGA and improved CAD performance within the industry standard have a choice of two new important products.

The COMPAQ Advanced Graphics 1024 Board and the COMPAQ Advanced Graphics Color Monitor were introduced Jan. 23.

This graphics system configured with the COMPAQ DESKPRO 386/25 is the fastest PC-based CAD system available from a PC vendor. The new board delivers up to five times better AutoCAD performance than IBM's 8514 graphics system and the industry's leading VGA graphics systems while performing pans, zooms and redraws.

With a Texas Instruments 34010 Graphics System Processor for faster screen updates, reduced wait time and increased productivity, the board features 1024 by 768 resolution with 16 colors from a 16.7 million-color palette.

The optional COMPAQ Advanced Graphics Memory Board provides 256 simultaneous onscreen colors at 1024 by 768 resolution for display of shaded 3-D renderings and images.

The COMPAQ Advanced Graphics 1024 Board includes high resolution display list drivers that support AutoCAD Release 9 and Release 10, as well as drivers for AutoShade, AutoSketch, Microsoft Windows/286 and Microsoft Windows/386. The board also supports third-party add-in applications.

Installation has been simplified. The controller board has a switchless configuration. It senses memory conflicts and reconfigures, avoiding problems with other peripheral boards.

When configured with this new board, the COMPAQ Advanced Graphics Color Monitor supports up to 256 simultaneous colors on a .29MM dot pitch, 16-inch analog display. The monitor also has non-interlaced scanning to reduce monitor flicker. Other features include an anti-glare screen, a diagnos-

tic self-test, a tilt-and-swivel base and external brightness and contrast controls.

The 16-inch monitor delivers clarity equal to or superior than that of most 19-inch monitors. Using VGA signal passthrough from the VGA controller to the new monitor allows users to display existing VGA-compatible software on the entire screen. The new board also can be used with many 14-to 20-inch high resolution monitors offered by major third-party manufacturers.

Timing appears right for the new products. A study by Dataquest, Inc. estimates that of all CAD/CAE systems shipped in 1988, 73% were PC-based. Dataquest estimates that PC-based systems will dominate CAD/CAE shipments through 1992.

A leader in the trend toward increasing PC use in CAD/CAE applications, Compaq estimates that 25% of customers using the COMPAQ DESKPRO 386/20 have CAD software.

### Business Week, Forbes note Compaq success

Two prominent business publications have given high marks to Compaq.

In its annual salute to U.S. "bests," *Business Week* cited the COMPAQ SLT/286 as one of the country's best new products. *Business Week* editors described the product as a "tippot laptop." They said the product's features enabled it to arrive in the marketplace after competing products and still "beat the competition."

*Forbes* placed Compaq No. 5 in growth of earnings among U.S. companies.

While "exploiting the gaps in IBM's microcomputer line," *Forbes* said, Compaq established a four-year average earnings growth rate of 118%.

Shoe manufacturer Reebok International ranked No. 1 with a 200% average annual growth rate.

### 32-bit connector finalized

## EISA group sends specifications to developers

EISA keeps moving forward.

The group of major personal computer manufacturers that began Extended Industry Standard Architecture last year now has incorporated all key aspects of EISA specification and distributed them to developer companies.

These aspects include electrical, mechanical and system configuration details.

More than 100 manufacturers around the world have obtained the EISA specification with intent to develop EISA-related products. Compaq will announce its first EISA product later this year.

This specification includes mechanical details for the EISA 32-bit connector. The new connector will allow high-performance, 32-bit expansion boards to be installed in personal computers utilizing EISA when they become available. This connector is the same size as today's ISA 16-bit connector, and occupies the same amount of system board space.

Each 32-bit connector will incorporate physical "stops" to prevent ISA 8-/16-bit boards from being inserted past the upper row of contacts. New 32-bit EISA expansion boards will be "notched" to bypass the "stops" and allow complete insertion and engagement

with the bottom row of contacts.

The EISA connector delivers necessary power and grounding for both 8-/16-bit ISA boards and 32-bit EISA boards. Power and ground are well distributed through the connector. Design flexibility readily complies with EMI (electromagnetic emission interference) requirements set by regulatory agencies.

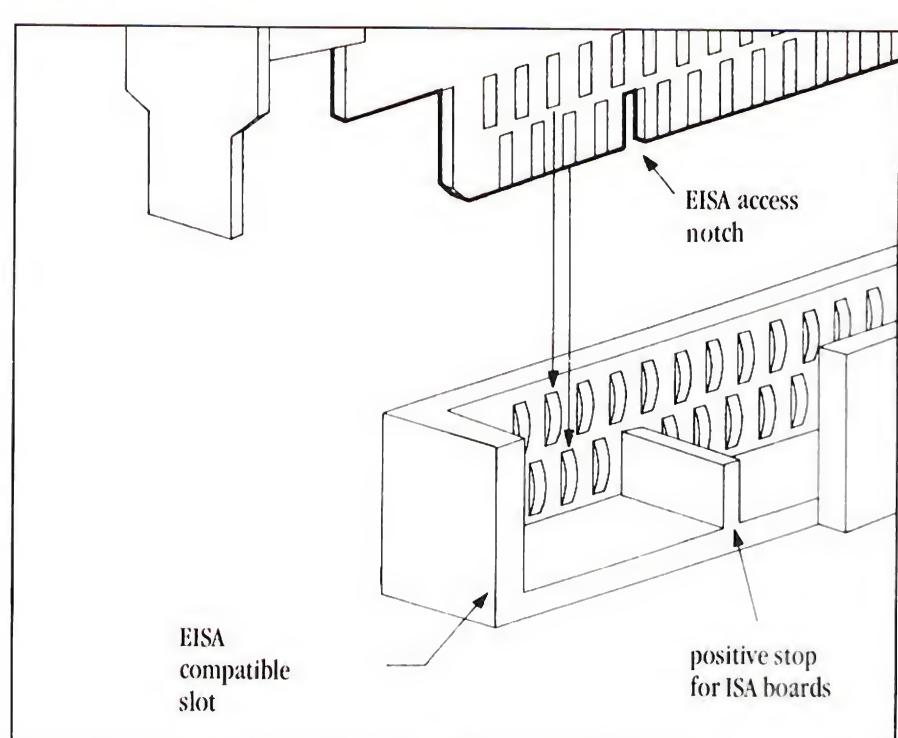
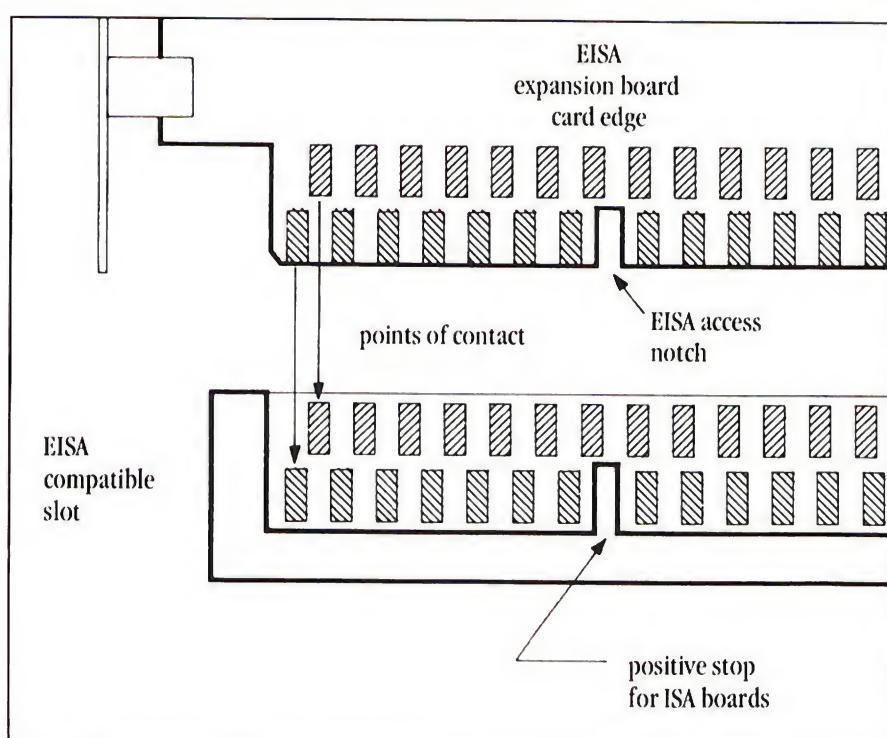
The connector demonstrates the joint success of EISA manufacturers and vendors. This collaboration began Sept. 13 when AST Research, Compaq, Epson America, Hewlett-Packard, NEC Information Systems, Ing. C. Olivetti, Tandy, Wyse Technology and Zenith Data Sys-

tems formed the original EISA group.

The ever-growing group continues its commitment to allow businesses and individuals to preserve and build on industry-standard hardware, software, peripherals and training. This investment in the industry standard exceeds \$100 billion.

With the new connector, users can take advantage of dual-function design to use their 8- and 16-bit expansion boards, and to phase in 32-bit expansion boards at their pace.

### EISA Card Edge Connection



# International growth continues to surge... up 149%

**C**ompaq growth in international markets grew 149% last year.

Figures recently released by the company showed a record \$809 million in 1988 sales, compared with \$325 million in 1987. Europe revenue contributed more than 90% of the \$809 million. The United Kingdom (Britain, Scotland and Wales), France and Germany contributed 60% of international revenue.

Eckhard Pfeiffer, Senior Vice-President, International Operations, called 1988 "a breakthrough year for Compaq international operations."

"We're seeing benefits of having led the industry into the new generation of personal computers based on the Intel 386 chip," Pfeiffer said. According to Pfeiffer, fourth-quarter shipments showed the highest growth of any PC manufacturer in Europe and should carry Compaq higher than the 7% market share estimated by Intelligent Electronics.

He also noted that support for industry-standard computing was strong in Europe. Intelligent Electronics data show last year's business PC European market shipments were 81% industry standard, 13% Micro Channel and 6%

Apple Macintosh. "The evidence indicates MCA is making even less penetration in the European market than it has in the U.S.," Pfeiffer said.

Strong growth has sparked other increases. New sales and marketing offices were required for two major markets, France and the UK. Another major new facility in Munich will house the company's international headquarters staff and its German subsidiary.

A second European manufacturing facility also is being considered. The first was built in 1987 at Erskine, Scotland.

Pfeiffer announced Feb. 23 that Compaq will open subsidiaries in Denmark, Norway and New Zealand in the first half of this year.

The company also will start doing business in South America soon. The first Authorized Dealers will be in Chile, Colombia and Venezuela.

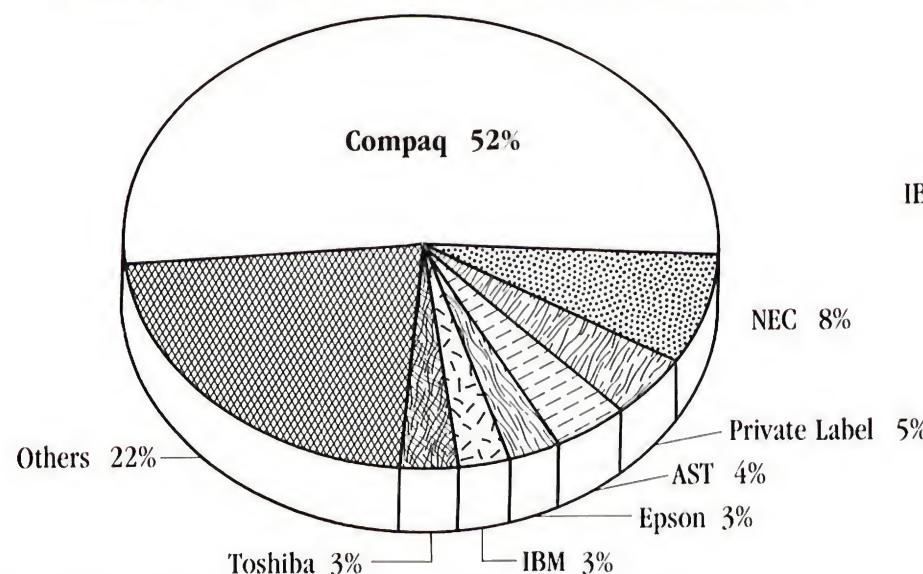
Compaq entered the European market in March of 1984 with UK and German subsidiaries. International sales that year reached \$20 million. Now there are 12 countries with subsidiaries, including Australia and Singapore outside Europe.



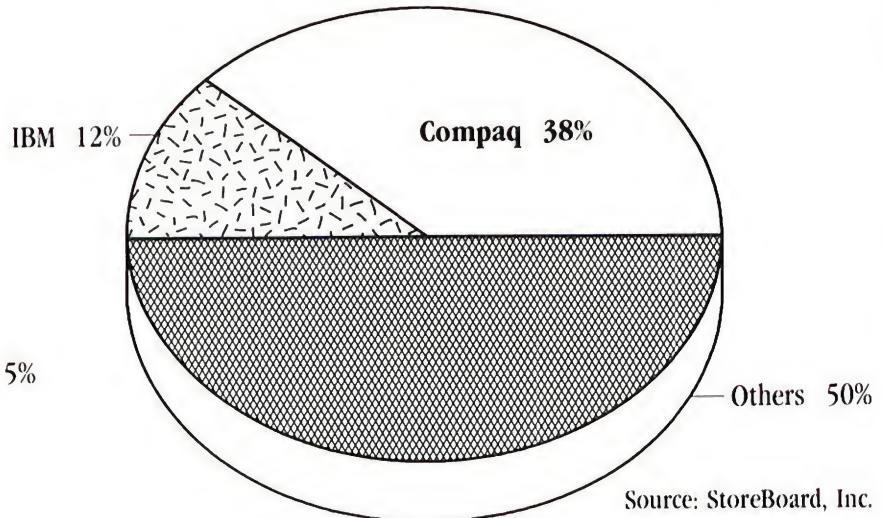
**Eckhard Pfeiffer, Senior Vice President, International Operations**

## U.S. Business Personal Computer Market - 1988

### Dealer Revenue 286/386 ISA Products



### Dealer Revenue Industry-Standard Architecture



Source: StoreBoard, Inc.

## Compaq shows strengthening trends

International Data Corp.'s announcement that 78% of worldwide personal computer shipments last year were Industry Standard Architecture machines is only one of the recent numbers favorable to the continued growth of Compaq.

IDC research reveals that of the remaining 22%, only 14% were Micro Channel products from IBM.

StoreBoard, Inc., research indicates that 1988 PC unit shipments through dealers increased 29%, compared with 22% for all shipments. Compaq distributes only through its worldwide network of Authorized Dealers, rather than through direct sales or other distribution channels.

StoreBoard numbers also reveal a 3-to-1 lead for Industry Standard products over Micro Channel in sales by U.S. dealers. ISA products account for 67% of business PC units sold; MCA for 21%.

Four of five business PCs sold in Europe last year were ISA, IDC indicates.

Romtec studies show ISA products accounting for 80% of dealer sales of business PCs in the United Kingdom (Britain, Scotland and Wales).

StoreBoard data also finds the Intel 386 microprocessor showing the largest '88 growth rate in all U.S. dealer channel market segments.

Compaq accounted for half of 386-based sales last year, the largest portion by any manufacturer. IDC research points to the 386-based segment as this year's largest growth area.

StoreBoard data reveals that ISA outsold MCA by nearly 2-to-1 in 286-and 386-based products through U.S. dealers in '88.

Compaq ranks No. 1 in ISA sales. StoreBoard lists the company with 38% of dealer ISA revenue for '88, as well as 52% of 286- and 386-based dealer revenue on

business PCs.

Despite good PC market growth in 1988, IBM's worldwide PC unit shipment market share is estimated by IDC at about 23%. That represents a 3% fall from 1987.

StoreBoard numbers indicate IBM's share of PC revenue among U.S. dealers fell from 41% in '87 to 34% last year. Compaq enters '89 with two consecutive years of 24% revenue share.

"Industry Standard Architecture has tremendous momentum and support," says Mike Swavely, Vice President of Sales and Marketing. "Worldwide cumulative shipments of 28 million industry-standard PCs at the end of 1988 compare with 2 million MCA-based machines, according to IDC. ISA, and its extension in the form of EISA, will continue to be the architecture of choice far into the future."

## UK book lists Compaq among best employers

A new book in the United Kingdom, *The 100 Best Companies To Work For In the UK*, has made Compaq one of its choices.

The company ranked high in all eight areas of consideration: pay; benefits; promotion; training; ambience; environment; equal opportunity and communication.

The book described the Compaq situation in Erskine, Scotland, as offering "tremendous opportunities for anyone who is prepared to work hard and to take responsibility."

Author Bob Reynolds notes the company does not want "people with airs and graces, or status-seekers. They want risk-takers who are individually competitive, but not so much so that they cannot work in a team."

# Compaq growth shows in seminars—from 21 last year to 1,000 in 1989

About 6,000 people work for Compaq around the world. The company's products are sold in more than 50 countries. But nothing demonstrates the dramatic growth of Compaq better than a seminar program offered those who sell the company's products.

The new program will offer nearly 1,000 seminars to Authorized Dealers this year. Only 21 were offered in 1988.

Sales Training Programs and SALESQAQ jointly developed the program.

Seminars will be held at 55 U.S. and Canadian locations this year as part of the dealer-support program, SALESQAQ. Considered the industry's leading dealer-support program by the dealer community, SALESQAQ rewards Authorized Dealers with funds on all COMPAQ sales. Funds may be spent on training, merchandise and other rewards. Jim Arnold, the SALESQAQ Manager, and 20 Houston-based employees operate SALESQAQ.

Called the Professional Development Program, the 1989 seminar offerings include Managing Accelerated Productivity, Speaking on Paper, Executive Communications, Customer Satisfaction Skills, Interpersonal Managing Skills, Professional Selling Skills, Professional Selling Skills Coaching, Account Development Strategies and Effective Negotiating.

Each course is created and presented by respected companies that specialize in developing business skills among profes-

sionals. Courses last one to four days.

"Compaq conducted 21 seminars on three subjects for dealers in 1988," Arnold says. "We estimate that about 1,000 seminars will be offered at approximately 55 U.S. and Canadian sites in 1989."

Locations range from Boston to Maui. Seminars will be offered in 27 U.S. states and four Canadian provinces.

"We're excited about this new opportunity for dealers," Arnold says. "Not only will valuable seminars be offered. But sites are so widespread that most dealers will find the right seminar for them in or near their city."

In addition to the Professional Development Program, Compaq still offers a variety of sales, service and systems courses to its Authorized Dealers. These include two seminars in sales, three in service and two in systems. Each course is taught by a Compaq training specialist.

The nine seminars in the new program are presented in public places such as hotel meeting rooms. However, a dealership may schedule a private seminar at a location it chooses.

Seminar frequency and location will enable dealers to arrange seminars around business demands as well as choose the right seminar for specific staff members. The nine courses were selected for their value to an entire dealership—sales, service and administrative personnel.



Jim Arnold

## Company triples Houston area land holdings

Two weeks after announcing record sales and earnings for 1988, Compaq disclosed an even larger percentage increase in land holdings.

The company purchased 744 acres across from its main campus in northwest Houston. The acquisition gives Compaq 1,003 acres in the Houston area, a 300% increase.

Manufacturing and administrative facilities will be built on the newly acquired property, although no construction schedule was announced. The thickly wooded land includes a 36-acre lake. In Compaq tradition, every effort will be made to maintain the land's natural beauty.

Buildings on the new property will be styled after existing facilities. Features will include skylights, lobby-level atriums and glass-enclosed walkways.

State Highway 249—formerly FM 149—separates the Compaq main campus from the new land. Road improvements in the coming years will include conversion of 249 into a freeway. An overpass will assure safe entrance to and exit from Compaq. Freeway traffic will enter and leave both the present main campus and the new property on extensions to Park River and Chasewood Drives.

Compaq now employs more than 5,000 people in Houston. President Rod Canion said the Feb. 14 purchase demonstrated the company's "tremendous growth potential, and our commitment to Houston as our headquarters."



Dealer Sales Manager Jeanne Gobeille receives the Chairman's Award from Board Chairman Ben Rosen at the International Sales Conference in Palm Desert, Cal. Gobeille of Compaq Canada was recognized for her outstanding community service in the Montreal area. The sixth annual ISC drew 481 people. First held in 1984, the event attracted 80 people. Subsequent years have seen attendance soar to 118 in 1985, then 160, 267 and 366.

## Compaq dominates poll of 160,000 InfoWorld readers

InfoWorld readers have spoken. And their voices flatter Compaq.

In a poll of its 160,000 subscribers, the computer-industry publication found Compaq the dominant manufacturer of personal computers.

InfoWorld readers chose the COMPAQ DESKPRO 386/25 and the IBM Model 70-A21 as Hardware Products of the Year for 1988.

Readers singled out the COMPAQ DESKPRO 386/25 as their Desktop Computer of the Year.

They named the COMPAQ SLT/286 their Portable of the Year. The laptop award, according to InfoWorld, "finished out a sweep of the major machine awards" for Compaq.

In describing the "impressive" COMPAQ DESKPRO 386/25, the magazine's editors said, "Lots of competition in the footsteps of Compaq, but this machine retains the lion's share of its market."

# Building with granite can be a hard job

Did you know granite used at Compaq sites is as international as Compaq itself? The "Napoleon Red" granite in Compaq Center West in Houston is from Sweden. From there it went to Italy to be cut and polished before being shipped to the United States for company use.

"Granite is a symbol of permanence and high quality," says Site Development Manager Richard Bills. "It looks good and feels good, too."

According to Bills, the granite used for Compaq Center West is the same used at Wortham Center, the city's elegant dual theatre for ballet and opera.

The international connection unfortunately led to significant delays. The granite installation in CCM-6 was six months late. To avoid that problem in the construction of CCA-7 and 8 and in future buildings, the granite will be quarried in Fredericksburg, Texas, and polished in Marble Falls near Austin. This granite is similar to, but lighter than, the Swedish variety.

Granite in Compaq Center East is a domestic variety from North Dakota that was polished in Carthage, Missouri.

Granite is also used at the Compaq location in Scotland, although not as extensively as in Houston. Red sandstone is so predominate in Scotland that the architects used that material, highlighted with a granite accent band. A large granite sculpture also dominates the entry to Compaq Scotland. The 11-ton stone was quarried in Cornwall, England, and moved to the site in a single piece.

The granite for the Singapore facility is being imported from Italy.

*A lecturer at Edinburgh College of Art's School of Sculpture, Jake Harvey crafted this 11-foot, 12-ton stone for the Compaq facility at Erskine, Scotland. Harvey's granite came from the same quarry used in building the new London Bridge. Elements in this sculpture include an eye of knowledge that represents computerization, spiral shapes found throughout Celtic art, a hand that represents man's creativity and a soaring eagle to demonstrate this business partnership between Scotland and the U.S.*



## Dealers love COMPAQ SLT/286 Heavyweight reviews for lightweight laptop

Since Compaq sells only through its Authorized Dealers around the world, dealer enthusiasm over new products is vital. In the early months of the COMPAQ SLT/286, it's hard to imagine a higher level of dealer enthusiasm than over this new product.

Rave reviews seem to pop up everywhere.

Bill Griffin, a Compushop dealer outside Washington in Vienna, Va., says that among those who travel and those who do not, "Having this much power at arm's length really hits people between the eyes. The power is there without having to sit in the office all day. Anyone can have the power in a car or an airplane. "When they return to the office, they can plug in the laptop and have a desktop that interacts with a network environment.

"Among our sales force and our customer base, there has been a very positive response to this machine. Reaction builds so quickly that you must be ready to deliver the product to any customer who sees it."

In Los Angeles, ComputerLand's Ron Longfellow admires the new computer's "complete package" over any single feature. "I think the complete package is what interests people most," he says.

"So much about this computer stands out. Things like an extension cord on the keyboard. The product is about the most intelligently designed of all laptops."

Longfellow quickly learned to observe facial reactions of those seeing the system's VGA at work for the first time.

"Images appear," he says. "A directory listing pops on the screen. People just stare. They don't believe they're looking at a laptop."

"This is the laptop people have been reading and hearing about, the one they've been waiting for, the one they come in to see. It's the machine people really want."

Co-owner of three stores in Ontario, Canada, Ed Vos of MicroAge describes the COMPAQ SLT/286 as "definitely the industry's No. 1 laptop."

"Response among our key accounts has been excellent. They like the size. They like the keyboard. They like to be able to detach the keyboard. This is a battery-powered 80286, and that's the direction our industry is headed."

Although many dealers were anxious for the first Compaq laptop, Vos said the wait for this product was worth it.

"Because of the reliability of the Compaq name, customers were ready to buy a Compaq laptop before one was available," Vos suggests. "But if Compaq had come out sooner without battery power and without VGA, it wouldn't have been as good a computer."

"After seeing this product, my two partners and I plan to see it on our desks with the desktop expansion base. It will be my internal system as well as the one I take home."

"This is the one portable customers can use without having to depend on AC power," notes PC Mart's Mike Rixter in Atlanta. "An additional battery was ordered with five of the first six systems I sold. That tells me my customers plan to take advantage of it on airplanes and other places where portability is important."

Unlike many other portable computers, the Compaq product operates about three hours with its battery. An additional battery extends computing time to six hours. Batteries are quickly and easily re-charged.

Although Rixter is sold on the battery-powered operation, he ranks one of the machine's features above all others. It's VGA, which he says "helps customers fall in love with this machine."

Rixter says several features are easy to overlook.

"The desktop expansion base is an important selling feature," he points out. "It turns the Compaq laptop into a powerful desktop for the person who takes the computer out of the office only once a month."

"The case is also attractive. It isn't just a bag, which you get with some laptops." But Rixter says display quality continues to catch almost everyone's eye ahead of other features. Sometimes to his disadvantage as a salesman.

"I made one call with a laptop demo unit," Rixter recalls. "A technician with the company we were calling on found a golf program and got it on the screen. Everyone was enthusiastic. The

president of the company came in. He wanted to play the golf game. He loved it. With VGA, the Compaq laptop was the only system the president could have enjoyed as much as he did."

"I thought I was there for a brief sales call. It lasted two hours."

A Midwest Information Systems dealer in Galesburg, Ill., Mike Wintory calls response to the new computer "universally positive."

According to Wintory, a bank president who had seen other laptops took one look at the Compaq model and declared, "This is more like it."

Wintory observed that media reviewers, Compaq personnel and information provided by Compaq have been highly complimentary of the new system's detachable keyboard, adding, "But there's more to the keyboard than just being detachable. It has a good feel. A speed typist told us no one would have to slow down while operating this laptop."

"The COMPAQ SLT/286 is clearly a superior product," Wintory concludes. "Our area is rural. Peoria is the nearest metropolitan area, and it's 50 miles away. Because of the distance, it takes awhile for any new product to earn its spurs. This one will earn those spurs quickly. It just blows people away when you show them a laptop that will store 20,000 pages of text and fit onto an airline tray table."

# Seen in the Press

## Journal of Commerce

### February 27

"A new plant opened by Compaq in Scotland last summer is helping the company emerge as a leading contender in Europe."

"The Scottish plant is already supplying more than 40% of international market demand for Compaq portable and laptop computers. By the end of 1989, it will meet 60% of shipments to international markets, according to the Houston-based company."

## Computerdata

### February (From Rod Canion)

"The most fundamental point to remember in any discussion about Extended Industry Standard Architecture (EISA) is that it's a customer-driven standard. EISA exists today for two important reasons: a great many customers refused to buy Micro Channel-based products, and they demanded a future for the standard that they had adopted and invested billions of dollars."

"Once these two unequivocal market trends were established, it was natural that personal computer manufacturers like Compaq would begin developing the necessary technology to compatibly extend Industry Standard Architecture."

## Computer Buyers Guide & Handbook

### January

"When we talk about Compaq, we are not talking about bargains, only about issues of absolute performance and quality."

### Noted with regret

Friends and co-workers were saddened by the recent death of Troy Jarvis, who worked in the Evaluation Lab in Houston.

## Personal Computing

### January

"We've identified five technologies, 486 processors, EISA, Unix, Presentation Manager and erasable optical disks that will provide faster processing speed, improved data throughput, an easier way to run applications and larger storage capacity."

"Benefits differ from category to category, but they share one thing: they allow you to work faster and smarter for improved bottom-line performance."

"... factors make EISA the hot technology to watch in 1989. In the first place, according to Compaq Vice President of Engineering Gary Stimac, EISA offers performance benefits over MCA. EISA transfers data at up to 33 MB per second. MCA's data transfer rate is a lethargic 18.7 MB per second. EISA also offers full 32-bit DMA transfers (those independent of the processor, such as from peripherals to memory), allowing EISA systems to address 4 gigabytes of RAM, compared with MCA's 16-MB RAM limit. That counts in a multitasking environment of complex applications."

"Another EISA trump card is compatibility. Existing industry-standard AT boards will fit in EISA systems, retaining the value of the estimated 75 million add-in boards now installed—something MCA systems can't claim. And EISA will maintain the 32-bit bus standard across systems, foreign to IBM's 16-bit MCA systems."

"In addition, the numbers are with EISA. Its participants are most of the largest personal computer manufacturers. And Intel, Novell, 3Com, Microsoft and 49 other companies have committed to develop EISA hardware and software. What industry analyst Richard Shaffer calls "the power of collective action" could bring third-party products to market faster, allowing users to reap benefits of EISA earlier and with a wider range of product choice than they can with MCA."

### March

"Compaq always has an angle to distinguish its personal computers from the clamoring competition."

"The hook usually is tied to faster performance, but the angle on the COMPAQ DESKPRO 386/20e focuses more on its small size and attractive styling. The system is a scant 15.8 inches wide by 5.9 inches high by 14.8 inches deep, making it considerably smaller than the other computers we evaluated in this Buyer's Guide."

"The COMPAQ DESKPRO 386/20e looks the same as the COMPAQ DESKPRO 386s, which initiated the scaled-down look among Compaq PCs. In fact, Compaq uses the same chassis and case for both models. The COMPAQ DESKPRO 386/20e was the only one of 12 systems we evaluated that fit onto the short section of an L-shaped desk with enough room to use the keyboard comfortably. We couldn't cram the IBM PS/2 Model 70

into the same space because it is nearly two inches deeper than the Compaq system."

### April

"Compaq has acquired a reputation for taking a good idea and making it better. The COMPAQ SLT/286 reflects that tradition. It retains the small size and light weight of other 286-based laptops while improving power and functionality."

"Compaq also has the knack of building systems that last a long time. (Look at all the COMPAQ Portables still floating around offices.) Given the functionality and durability demonstrated in months of use, the COMPAQ SLT/286 seems likely to continue this tradition. It has the best mix of power, options and portability of any 286-based laptop available. And when you're not on the road, it makes a great little desktop computer."

## Info World

### January 23

"Has Compaq replaced IBM as the company that defines the industry standard?"

"... A far cry from its roots as the company that epitomized IBM compatibility, the new Compaq strategy has a shot at being successful, according to users and analysts. In the industry standard architecture world, Compaq is already IBM's equal in being seen as a safe bet. And as the flag bearer of the EISA coalition, Compaq EISA machines may well set the standard by which EISA machines - and system compatibility - are judged."

"Compaq has built a fiercely loyal customer base in large part due to its reputation for building highly compatible systems. 'One of the reasons we went with Compaq in the first place was that it was the only real compatible,' said Alex Kask, micro computer manager at Ernst & Whinney, in New York."

"Compaq is now the safe choice in personal computers," agreed Peter Rogers, an analyst with Roberson Colman & Stephens, in San Francisco.

"... EISA members have made it clear they agree to disagree about technical specifications other than the I/O bus itself, making it possible for the companies to differentiate themselves in the market. It is here that Compaq hopes to become the leader."

"... We believe compatibility (between EISA machines from different vendors won't be a problem," said Dick Grote, research and development manager at Hewlett-Packard. "We've come up with complete specifications, and anyone who follows those specifications will be compatible."

## Success

### February

"(Rod Canion's) risky moves are the logical results of painstaking research. Canion has built a \$1.4 billion company by leap-frogging IBM's technology—carefully, always backed up by months of arduous study."

"Canion's strategy is to harness technology to the demands of the market. Take his new laptop computer. For four years, Canion rejected countless designs despite intense competitive pressures. He wanted a machine that would be as versatile as larger computers. 'We are relentless in pursuit of answers,' says Canion, 44. 'We resist forcing people to change.'

"... Now Canion is... leading a movement of nine computer companies to challenge IBM with (EISA). Says Canion, 'We are the leaders of the industry standard.' After his six short years in business, he's probably right."

## PC Week

### February 6

#### (From William Zachmann)

"It's remarkable how many otherwise apparently sensible and intelligent people still regard IBM's Micro Channel Architecture with every bit as much reverence as they once had for the tooth fairy, while reviling the Extended Industry Standard Architecture as if it were an invention of the wicked witch of the west."

"... IBM was more concerned with herding customers into the proprietary corral than giving them what they wanted. Why else did IBM cut off the AT bus cold turkey and only grudgingly restore it after users voted with their dollars by buying AT-bus compatible systems instead of MCA-based PS/2s? The supposed advantages of MCA remain firmly in the vapor zone. It offers no practical performance advantages. IBM PS/2s are little better than average performers in their class."

"... EISA is fundamentally a better alternative. Not only is it upward-compatible with the AT bus, it will bring real 32-bit capabilities to the market in usable form well before MCA does. The large size and greater power of EISA make it easier to develop a much wider range of cards than will appear for MCA."

"... A recent survey of members of the Boston Computer Society published in this month's issue of BCS Update, for example, showed that more than twice as many expect EISA will be more successful than MCA in the next five years."

## A.C.E. Roundtop — ACTIONPAQ offers afternoon of fun, team competition

Exciting things are happening at A.C.E., the Houston-based Association of Compaq Employees. Club events, sports leagues (both individual and team) plus tournaments and special events are under way or starting soon.

### ACTIONPAQ: A Compaq Field Day

This afternoon of games and good times will be Sunday, April 9, from 1-6 p.m. Co-ed teams of three guys and three gals will play basketball, outdoor volleyball and lawn bowling. A "brain game" mystery obstacle course is also scheduled.

Prizes will be awarded. A team cap will go to every player. Snacks will be offered through the afternoon, and a

barbeque dinner is to be served afterward.

Six-person teams must have at least four A.C.E. members (any Compaq employee, spouse or dependent is an A.C.E. member). Cost of participation in events, dinner and child care is \$5 for A.C.E. members and \$10 for non-Compaq players. Dinners may be purchased for \$5, or \$3 for those under twelve.

Registration packets for ACTIONPAQ can be obtained from A.C.E. at 374-2414.

### Other events

Midnight bowling is now available for the second shift. Don Utley (374-1092) is recruiting teams for Willowbowl for a 12:30 a.m. league. The league began

Feb. 24 and will run through July.

Golfers need to get ready for the Compaq "tour." A different Houston-area course is played each month. Four players (men or women) can play at either A, B, C or D level. Contact Shirley McDade (374-1064) to register.

Two international trips are coming up. The Dive Club will go from Houston to the Cayman Islands March 23-26. Call Gus Hartmann (374-1926) for information. Scuba certification classes also can be arranged.

The Travel Club will be off to the slopes of Banff, Canada, April 4-10. Five-, six- or seven-day packages are available for skiing. Gloria Kelly (374-1566) can provide more information.

The newest A.C.E. organization is the Music Club. Harry Rogers (374-5613) should be called for information. This club meets Mondays after work at a local church.

New activities are being promoted. Radio control (cars, planes, boats, etc.), model railroads, and bass fishing are clubs in the formation stage. A pocket billiards (pool) league is recruiting players, too.

If interested, please call the A.C.E. HOTLINE (374-2414) and leave your name. Personnel at the A.C.E. HOTLINE can answer all your questions about the organization's activities.



*Houston-Tenneco Marathon runners stride past one of the towers from which a radio announcer used a COMPAQ PORTABLE III to keep entrants and spectators abreast of the race. Compaq loaned 20 systems to the annual event.*

Photo courtesy Tenneco, Inc.

## Marathon hits new technological heights

The Houston-Tenneco Marathon is one of the city's premier sporting events and has a growing national reputation among marathon runners. The annual January event is also an important example of high-tech racing.

Thanks to more than 20 portable computers on loan from Compaq, this year's race ran more smoothly and accurately than ever. The COMPAQ PORTABLE III systems, loaned to the race committee through the Compaq Public Affairs Department, kept registration information on every runner accessible along the race course.

Each of 20 local radio announcers stationed along the route had a COMPAQ PORTABLE III at arm's length. Each time a contestant passed, the radio personality accessed the runner's registration information by simply typing "SHOW" and the runner's bib number. The announcer could then provide "color" for the event over a PA system by calling up the runner's name, place of residence, age and occupation. He was also shown by the computer what other marathons the runners had been in, their best marathon time and their predicted time for the Houston-Tenneco race.

"I heard them call my name, and I thought, 'How did they know that?'" said

Corey Barrett, husband of Nina Barrett, a secretary in Strategic Marketing. "It was really neat to have that kind of support."

Marathon results were tabulated on a COMPAQ PORTABLE III by Mike Burns, a professional marathon consultant from Burns Computer Services of Ann Arbor, Mich.

Burns owns a COMPAQ PORTABLE III and several other COMPAQ models. He says it is rare to find a race as computerized as this year's Houston-Tenneco Marathon.

Another COMPAQ PORTABLE III was loaned to the main office of the Houston-Tenneco Marathon in September to keep registration data. "It was a lifesaver," said Gary Mulvihill, co-chairman of the marathon and husband of Diane Mulvihill, Production Administrator, Communications Services. "I even used the modem to interact with other volunteers when we were assigning numbers."

Of the 4,524 who started the race, 3,195 finished. As each person crossed the line, time and rank were recorded. Post-cards bearing this information along with pace per mile and rank in age group were mailed to each runner the same day.

Burns has found the best way to achieve accurate results is to put a bar code on each contestant's bib. As the run-

ners finish, they are funneled through the finish area in single-file chutes. Their finish time and background information are scanned by a bar code reader and recorded by the computer.

"After eight years of tabulating races, I've determined that bar coding is the most efficient and accurate method," says Burns.

Burns used to tally marathons by hand, but started using a computer when the volume became too great. When you tally 50 races a year, with anywhere from 1,000 to 20,000 runners per race, you have a greater appreciation for high technology, Burns says.

Compaq involvement in the race was evident to runners and spectators who saw the 15 Compaq banners along the course and at the finish line. "It was great to run past a Compaq table and banner and know I had their support," said William Craig, a Compaq security guard employed by Vanguard Security.

"I wore my Compaq sweatshirt for the race," said Carla Havel, a QA Lab Technician in Corporate Quality. "All along the route, people were yelling such things as 'Go Compaq, Beat IBM,' and 'Great Deskpro!'" Havel finished in 4 1/2 hours.

"It was my best race ever," said

Bob Pereira, an Electrical Engineering Technician in FCC Test who finished with a time of 4:09.23. "The weather was perfect as soon as the clouds went away."

"My job was to lead Mayor Kathy Whitmire to the starting platform, and I couldn't find it in the fog," said Diane Strong, a Legal Assistant in the Legal Department. "Boy, was I embarrassed!" Strong's husband, Cy, was also one of 3,000 volunteers helping with the race. He was in charge of the course and rode in the lead police car to make sure the course was safe for runners.

"Running the marathon is the best way to really see Houston," said Craig. "You run through many different parts of the city — from the skyscrapers of downtown to the universities to the poor sections. My favorite was the Hispanic community. It was a carnival atmosphere and they really gave me encouragement." Craig, who finished with a time of 4:23.54 in this, his first marathon, hopes to qualify for the Boston Marathon.

For anyone in Houston interested in running, biking or swimming, the Association of Compaq Employees (A.C.E.) has a Triathlon Club. Contact Jim Hollas at 374-6463 for more information.



Construction workers seem as plentiful as pine trees on the Compaq Houston campus. CCA-7 move-in will begin in August; CCA-8 in October.

*It's a fact!*

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**The 1989 Compaq Picnic**

will be at

**AstroWorld**

on

**Sunday, May 7th**

Make plans to set this day aside!

**COMPAQ**



Carpeted, all-weather "spines" that connect Compaq Center West buildings are too inviting for lunch-time walkers to resist. Here, front row from left, Tamie Reid, Lee Turner and Gloria Peterson lead a group of "spinewalkers." Rita Dates, Sharon Jones and Laurie Roddy (behind Gloria), keep pace in the second row.

## Picnic May 7 at AstroWorld

The annual picnic for Houston-based employees will be held at AstroWorld this year.

The date is May 7.

The 80-acre theme park adjacent to the Astrodome will be open to Compaq personnel all day. No charge will be made for parking, admission, rides, food or drinks.

Plans call for all 50 rides and attractions to be open from 11 a.m. to 9 p.m. that Sunday. The park's 30 shops as well as its many eating establishments and refreshment stands will be open the same hours.

Additional plans will be announced soon.

**COMPAQ**